

## The Theme of Female Gender in the Texts of Advertising in Russian and Uzbek Languages (On the Material of Medical Vocabulary)

**Gafurov Bakhtiyor Zakirovich**

Doctor of Philosophy PhD Associate professor of Uzbek language and literature, Russian language pedagogy and psychology department Bukhara State Medical Institute named after Abu Ali ibn Sino

**Abstract:** The article explores the topic of female gender in advertising texts in Russian and Uzbek, based on the points of view of a number of scientists around the world. A characteristic is given to the possibilities of advertising texts with the participation of medical vocabulary, which are intended for a female audience, taking into account their interests and preferences by means of the linguistic capabilities of multi-system languages. The lexico-thematic groups of advertising texts for women have been compiled, in which medical vocabulary is actively involved.

**Keywords:** advertising text, medical vocabulary, gender, speech, prosody, Russian and Uzbek languages.

### I. Introduction

In modern linguistics, the study of gender is the problem that is in demand, interesting, but not little studied. Linguists began to study this problem back in the 60-70s of the XX century.

According to E.G. Yudina et al., “Gender is a set of social and cultural norms that society prescribes to people depending on their biological sex ... Sex is a set of genetic traits, a structural and functional characteristic of an organism that reflects its special reproductive properties; biological difference between women and men [11, p. 68].

The very word gender as a psychological concept is widespread in psychology, medicine and predetermines the term, character, personality traits, emotions, manners, behavior of the opposite sex, etc. In linguistics, gender as a term serves as an object for studying the gender characteristics of the speech of women and men, which is manifested in the timbre of the voice, emotionality, and the expertise of speech structures.

### II. Literature review

In modern linguistics, three approaches can be used in the study of gender. They were put forward by E.I. Goroshka in her research. These are approaches such as:

- study of the distinctive features of male and female speech, provided that speech partners are found at different levels of the social ladder;
- the study of the linguistic characteristics of the speech of men and women, based on sociolinguistics;
- study of the cognitive nature of language differences between men and women [5].

According to the Tajik scientist S.J. Kamolova in the study of gender, “the object is the relationship of language and sex, that is, in what way does gender affect speech, how it manifests itself in

language, how male and female speaking is assessed, in what semantic areas these features are, the differences are most noticeable, palpable. The purpose of gender studies in language can be the study and description of the speech manner of both sexes, the description of the features of speech behavior. In this case, research is carried out from the standpoint of sociocultural determinism. The communicative behavior of men and women includes a gender-specific choice of vocabulary, its different elective preferences, ways of achieving success in communication, in a word, a feature of male and female speech” [9, p. 9].

In the course of her research, S.J. Kamolova comes to the following decision: “gender or sociocultural sex of a person forms individual personality traits. It is closely merged with the biological and anatomical characteristics of a person, which justifies its normativity. Of course, human consciousness plays a major role in maintaining and developing the gender system. Gender relations are noted, imprinted, reflected in the language in the form of culturally determined stereotypes, affecting the behavior of a person, his speech and, in general, on the processes of linguistic socialization of the individual” [9, p. 11].

According to the author, “when analyzing the structure of language related to gender, researchers proceed from its social and cultural conditioning, considered within the framework of cultural linguistics, which, in turn, allows us to look at the interaction of language and culture in a new way, from a scientific point of view. in the field of gender issues” [9, p. 13].

### III. Analysis

L.R.Diasamidze in his scientific work on comparative linguistics emphasizes that “a number of situational parameters of communication that cannot be unambiguously attributed to men or women, but are either characteristics of the environment or the intention of a statement. These parameters are of a cross-cutting nature, that is, they affect the dynamics of the manifestation of all personal parameters of communication, superimposing on them, in some cases causing a gender shift. These parameters are intention, personal attitude, limited topics of communication, psychological emancipation, hybrid character of writing” [7, p. 11].

Many of us are used to thinking that the speech of men and women is structured and pronounced differently, but this is not always the case. For example, the upbringing and becoming as a personality of the only daughter among the predecessor brothers, or vice versa, the only son who appeared in the wake of his older sisters can influence the formation of his or her speech. Since this is due to anomalies at birth, or a number of factors affecting the development of speech, of course, in such a daughter, in some cases, changes in the timbre of the voice are observed, i.e. prosody takes on a rougher aspect that will remind us of a man's voice, and in an only son, the voice can be formed softer and softer, which is usually characteristic of a woman's voice. This does not include the acting skills of parodists who do a good job of parodying the voices of men and women.

The vocabulary of the fairer sex consists of the following words and expressions:

- **in the family or in home economics**, prepare a delicious dinner, feed the family well, bake pies, put on clean clothes, clean up, iron clothes, sing a lullaby, etc.;
- **when caring for your appearance**, excellent make-up, beautiful shading, apply varnish, manicure, pedicure, shellac, fragrant perfumes, budget items and accessories, fashionable clothes, glamorous image, etc.;
- **in horticulture**, growing flowers and caring for them, picking fruits or berry crops for canning, gardening, etc .;

- **in sewing business**, to sew a dress or sew on a button, shorten sleeves, knit socks or knit pots, handicrafts or vintage handkerchiefs, etc.;
- **at work, study**, beat executive and hardworking, accuracy, responsibility, submission, etc.

In addition to the above, in women's speech, swearing, abusive and rude words, speech turns containing vulgarisms are rarely activated. Instead, in their speech, women are limited to a preference for word forms that carry the meaning of politeness and diminutive-affectionateness. For example, such words in which diminutive suffixes are involved: **утречко (-ечк)**, **денёк (-ёк)**, **шапочка (-к)**, **курточка (-к)**, **ноженько (-еньк)**, **солнышко (-ышк)**, **ящичек (-ек)**, **сынишка(-ишк)**, **матушка (-ушк)**, etc.

It should also be noted that female speech is rich in fantasies, for example, it can be saturated with forms of adjectives, when conveying the quality of objects, women, given the sign of color, can say orange instead of orange, cream instead of beige, azure instead of blue, and in male speech it can be absent, since men prefer to speak accurately and without any pathos. Often, men use professional vocabulary, which can include the terms of a particular field. But, in spite of this, one should not forget that there are moments when this demarcation line is confused, that is, sometimes women are allowed to swear in their speech. "**Матюкание** - ср. разг.-сниж 1. the process of action according to swear. 2. The result of such an action; swearing, swearing" [8]. Proof of this is the fact that not only gender can affect the lexical structure of female speech, in addition, a significant proportion is assigned to the indigenous, age, hobbies, act of communication or manners, habits, etc., characteristic of the speech of women.

#### IV. Discussion

N.L. Pushkareva notes, "women in their own often use inversions, exclamation and interrogative sentences, and the sentences of male speech are more laconic, substantive and less dynamic" [10, p. 32].

Written speech, like oral speech, can serve to determine the gender characteristics of the speech of each sex. In this case, an example would be letters written by a soldier out of service or by a young girl student who is studying far from her home. Although nowadays it is rare for anyone to write letters and send them through the mail. Nowadays, the actual option is to send a written speech by SMS message or form them in the form of a post in the addressee's PMs. Naturally, the young soldier will formalize his text of the letter, adhering strictly to the disciplines of his status and uses military terminology, and the student, in turn, will openly succumb to her emotions. By the way, in this case, when typing, **emoji symbols** existing on smartphones or downloaded from other cell phones and gadgets are widely used. Each **emoji symbol** carries a separate meaning that can convey such feelings as joy, anger, longing, delight, support, agreement or disagreement, congratulations, sadness, etc., does not require an additional set of words, sentences from the author and even the whole text, as it performs the function of transmitting thoughts.

In many cases, we assign women's speech to non-independent speech, since this is associated with gender inequality, i.e. submission and listening to the male sex, for example, to your spouse, father-in-law, brother, uncle, and sometimes even your own son, which helps to form such a speech. And this leads to gender inequality, which is felt in women's logic, self-esteem, self-expression, etc.

Until now, between many scientists there are negotiations on the habits of the existence of the actual masculine and feminine languages. This is evidenced by the points of view they put forward when studying each language separately or as a result of their comparison.

Taking into account the above theoretical points of view put forward by the above scientists, it is possible to come to such a decision, despite the fact that in world linguistics a large number of

scientific works are devoted to the study of gender, and the interest in research itself has not disappeared, but continues and testifies to this we carried out the analysis of advertising texts with the participation of medical vocabulary in them in a comparative study.

Advertising text, possessing communicative qualities, can be designed for a female or male audience, as well as for girls or boys, taking into account their age, morals, voice, interests, behavior and a number of human factors that can affect their speech.

The study of advertising texts in Russian and Uzbek languages with the participation of medical vocabulary in them from the point of view of gender linguistics has not previously been devoted to scientific research in terms of comparative analysis. Below we will try to comprehensively consider the possibilities of female gender in advertising texts where medical vocabulary is present.

In the texts of the modern advertising industry, especially in the field of medicine and pharmaceuticals, specially developed syntactic constructions are clearly distinguished, which predetermine the gender of the addressee, the audience of listeners or their interests. Based on the general material we analyzed in the form of an advertising text in the field of medicine and pharmaceuticals, we can conditionally divide them into the following groups, taking into account the gender potential of each gender, need and their age, which is transmitted through the general linguistic and individual capabilities of each of the studied languages.

Authors who create advertising texts for pharmaceutical products or a number of medical services intended for women resort to the use of special vocabulary that will be relevant, accessible, interesting, useful, etc., that is, these are words such as femininity, elasticity, affection, caring, charm, tenderness. And for the male sex, this specially selected vocabulary may turn out to be humiliating or insulting to male dignity. For example, **the text of an advertisement for a cosmetic service or plastic surgery intended for a female sex:**

- **in Russian**, «*Революция в уходе за кожей; результат, который вы почувствуете уже с первых минут, эффект ботокса без инъекций, болевых ощущений и реабилитации! Первая процедура по акции за 250.000 сум! Диагностика и консультация врача входят в стоимость сеанса. Запись по номеру: +998900161188. Проспект Бунедкор 15/1 3-4 этаж*»;
- **in Russian**, «*Nano Botoks EFFEKT 90% ajinlar darhol tekkislanadi. Ko`z ostidagi qorong`u doiralalar va xaltalar yoqoladi*»;

Advertising text containing medical vocabulary intended for female representatives can be divided into the following groups:

- **means for beauty and personal care.** Female representatives are always interested in the products of a number of brands and, using them, try to monitor their appearance. In this they are helped by fashionable clothes, and cosmetics, from lipstick to creams that soften or tighten the skin. In turn, advertising of the necessary products that girls prefer to buy for beauty and caring for their appearance does not give way to television channels, on the pages of the press and in the content of such texts, advertisers actively use medical vocabulary.
- **in Russian**, «*Карбоновый пилинг на неодимовом лазере Monaliza*»; «*Werben shop сыворотка для лица. Омолаживающая сыворотка. Видимый эффект с первого применения. Убирает мимические морщины. Разглаживает «гусиные лапки» Борется с мешками и отёками под глазами*» etc.
- **in Uzbek**, «*Charcoal Mask Cream Qora maska yuzni tiniqlashtiradi. sifatiga 100% garantiya*» «**MERS SPETSIAL**» kollagenli krem-muss Go`zal qiyofangiz uchun zarur

yordam»; «**EXPIGMENT YUZINGIZDA QORA DOG' YOKI SEPKIL BORMI? SIQILMANG ENDI BUNI ONSON DAVOSI BOR. IOYDA YUZINGIZDA SEPKILXAM DOG'DAN XAM ASAR QOLMAYDI**»; «**Green TUZ mask stick** Niqob terini yaxshilab tozalash, teshiklarni tozalash va qora dog'larni olib tashlash uchun mo'ljallangan, shu bilan birga terini shaffof rangga berib, darhol jilolaydi» etc.

- **hair care products.** Having healthy hair for every female is a big success. If a woman's hair is healthy, shiny and not brittle, then she can win the hearts of millions with the beauty of her hair. But with the development and variety of services provided in beauty salons, maintaining or not losing the beauty of your hair becomes much more difficult than in the last century. This change is observed with a worsening climate, poor nutrition, the proposed cosmetic procedures in beauty salons, etc. With age, many women resort to dyeing seeds, but young people who like to diversify their lives with colored paints that contain harmful and sometimes dangerous chemical elements are in no way inferior to them. Nowadays, the number of advertisements for cosmetic products for hair care, against the appearance of dandruff every day becomes more and more. And the texts of such products are drawn up as follows:
- **in Russian,** «**Sinox-5MINOXIDIL** ласьон-спрей для роста волос. Для женщин»; «**АЛОПЕКСИ** Миноксидил 5% раствор для наружного применения с аппликатором. Стимулирует рост волос»; «Ищите «**Хайкиназол**»? Теперь он называется «**Диласен!** «**Диласен**» бальзам не требует дополнительного применения шампуня. Убирает перхоть, зуд и покраснение» или реклама средства для удаления не желательных волос «**EVELINE** ультрабыстрый депиляторный крем с экстрактами алоэ вера и персика. Быстрое и нежное удаление нежелательных волос в течение 3 минут. Увлажняет. Смягчает. Разглаживает».
- **in Uzbek,** «**TARAMIRA OIL Hemani** O'sma yog'i: Qoshlar va kipriklarni o'stirish uchun»; «Sog'lom sochlar bizning vazifamizdir. Ayollar uchun sochni tiklovchi va o'stiruvchi **Pantagor** mahsulotlar seriyasi»; «**Hemani** Sochlarni mustahkamlash va ostirish uchun **Ilon yog'i**»; «**Careprost Plus**: Kipriklarni ostirish uchun. Hindiston mahsuloti»; «**Farm Stay Ceramide Damage Clinic** soch uchun filler ampula»; «Sochingizda ko'plab muammolar bormi? Buning yechimi **RAMP** shampuni va imbir tabiiy maskasi! Sochingizni tuzilishini tiklaydi, o'sishini tezlashtiradi, soch to'kilishini to'xtatadi. Aksiya narxi: 170000 so'm»; «**Chey HERBAL HAIR DARKENING SHAMPOO** Maymunjon ekstraktidan shampun va konditsionerlar. Sochlarni qoraytiradi va oqarishning oldini oladi. Mahsulotning tarkibiga soch ildizini mustahkamlashga, ularni tez o'sishiga va soch follikulalarini yaxshilashga yordam beradigan tabiiy elementlar qo'shilgan» etc.
- **female vitamins.** For example, the text of the advertisement in Russian “**Дуовит** для женщин. Витамины и минералы”.
- **services of a specialist (doctor).** For example, in the text of an advertisement in Uzbek «**Urolog** - bu faqat erkaklarni davolaydigan shifokor emas. 10 yillik tajribaga ega bo'lgan mutaxassisimiz bilan konsultatsiyaga yozilish uchun murojaat qiling: +998 (71) 217-47-00, +998 (71) 217-47-07».
- **means for the care of female genital organs.** For example, in the text of an advertisement in Russian «**МЕТОСТИЛ** суппозитории вагинальные»; in Uzbek «**Метромикон** – нео Faqat ayollar uchun. Zamburug'lar va trixomonadalar chaqirgan vaginal infeksiyalarni davolashda».
- **means for healthy weight loss.** The fairer sex is great supporters of healthy weight loss. For these purposes, despite their age, both young and older women visit fitness centers, dance, run

on a treadmill, perform sports exercises to lose excess color, or take pills, drink herbal tea for the benefit of losing weight and have a slim figure. By these actions, women contradict Archimedes' law, which says, "After a delicious dinner, according to Archimedes's law, you should sleep" For example, this is reflected in the text of an advertisement **in Russian** "Здоровое похудение сексуальная фигура выделение таксина с помощью какоса", **in Uzbek language** "SHOSHILING !!! GO'ZAL va BETAKROR qomad soxibasi bo'ing.... V7 Bu kapsula yordamida, o'zingizdagi Semizlikni bartaraf eting. Toza Tabiat o'simliklari va mevalaridan tayyorlangan!"

- **hand cream (s) to protect the skin.** Every self-respecting woman keeps in her cosmetic bag a whole arsenal of creams to protect the skin of the face, body, hands, feet, etc. It is one thing to have oily skin, and if women have dry skin, then you should take care of it. So they do it, take care of it in a sultry winter and in a sultry summer, after exposure to hands with detergents or detergents that contain chemicals, and from which delicate skin begins to age, becomes dry, cuticles form on the fingers or begin to crack, and this can lead to skin disorders and even serious skin conditions. And the creams, reflected in the following advertising texts, help to fight skin problems:
- **in Russian**, «*Бархатные ручки эксперт в уходе за руками*» // «*Бархатные ручки Silk Oil ELIXIR еральный комплекс витамины А и Е. Крем для рук комплексный специальный уход. Руки, ногти, кутикула*»; «*Микосан – избавляет от грибка кожи и ногтей всего за 7 дней*».
- **in Uzbek**, *Dermazol – zambururug`lardan davolovchi preparat . Ketokonazol 2%. Krem*»; «*БАДЯГА GEL Ko`karish va lat yeganda kosmetologik vosita. Lat yegan sohaga qarab miqdor belgilanadi bu dori vositasi emas gel ko`rinishida bo`lganligi sababli teriga surtiladi 20-30 daqiqqa turadi keyin iliq suvda yuvib tashlanadi*».

## V. Conclusion

As our examples show, compilers of advertising text, targeting advertising for a female audience, try to use a large number of adjectives in their text in order to convey the possibility of each advertised product by means of its influencing quality and properties on female beauty, her health or general condition.

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